

# The 81<sup>st</sup> Annual Hampton Cup Regatta

Welcome to the Hampton Cup Regatta!

The 81<sup>st</sup> Annual Hampton Cup Regatta will take place the weekend of August 10-12, 2007 on Mill Creek. This is the largest and longest running inboard hydroplane race on the East Coast, attracting over 100 race boats and teams to our area. Once again we will be hosting the coveted APBA Summer National title, which draws racers from all over the U.S., Canada, and New Zealand. The event takes place on Mill Creek between Mercury Boulevard and the Willard Avenue entrance to Ft. Monroe.

The bridge gives spectators an exceptional view of the race course, while being surrounded by local vendors and many of the race teams. Grandstands are erected on the bridge for the weekend and the event attracts many spectators. We are looking for sponsors for tents to go over the smaller grandstands to provide shade for spectators. We also have available to sponsors a VIP area. As you can see from the photo below the VIP areas are covered and are supplied with food, soda, water, and beer for your convenience. A sponsor's space is dependent on their level of contribution. The VIP area also provides an unobstructed and unbelievable view of the race course. You will be so close to the action you will feel the roar of the high powered engines as they pass directly in front of you.

Sponsors will get recognition of their contribution in the program and will be able to place banners on the bridge. Announcer will do short radio type commercial several times throughout the race mentioning sponsors and their contributions to the Regatta.

We have several advertising options available this year to allow everyone to be a part of this amazing event. We would be happy to work with you to design a package that would best fit your budget and give you the most exposure for you money. Depending on the level of your sponsorship you could have your company name and logo included in all of the Hampton Cup advertising ranging from TV commercials to T-shirts worn by event staff over the entire weekend.

The Hampton Cup has several weeks of advertising leading up to the race, including Radio, TV and Newspaper ads throughout the Hampton Roads area. These advertisements will give you maximum exposure for a minimal amount.

For those who were sponsors last year, we thank you and are looking forward to your participation again this year.

This package can be arranged to encompass the details of what you may specifically want. It can be tailored to fit your needs and wants. Please call us. We can be reached at 757-850-1309 or 719-0122.

Marc Griffin Chairman

Jo Griffin Committee Chair for Merchandise Sales, Concessions.

# SPONSORSHIP OPPORTUNITIES

Sponsors will get recognition of their contribution in the program and will be able to place banners on the bridge. Announcer will mention sponsors and their contributions to the Regatta.

- \$ 400 Sponsor a 20 x 20 tent over a set of bleachers. Gives spectators a shady place to sit. (You can hang your banners and advertisements on the tent.  
(1) Sponsored by: Browning's Marine.
- \$3000 Sponsor the catering for VIP.  
(Sponsor gets half page ad, 20 VIP tickets and 20 Pit passes)
- \$500 Sponsor the band for the Friday Bash on the Bridge.
- \$500 Sponsor the band for the Saturday night Pit party.
- \$1500 Sponsor the food and beverages for the Saturday Pit Party.
- \$2500 Sponsor golf carts used by committee for the event.
- \$3000 Sponsor two RV's used by committee during event.  
(Sponsor gets half page ad, 20 VIP tickets and 20 Pit passes)
- \$500 Sponsor the Children's area.
- \$500 Sponsor food day 1 for 90 Fire and rescue personnel.
- \$500 Sponsor food day 2 for 90 Fire and rescue personnel.
- \$500 Sponsor food day 3 for 90 Fire and rescue personnel.
- \$250 Sponsor food each day for 200 volunteers in the pits.
- \$600 Sponsor tent for volunteers on the bridge.
- \$400 Sponsor food for volunteers on the bridge per day.
- \$400/ea. Sponsor tents for security team at each end of bridge.

# Sponsorship Levels

\$3000

- 20 x 20 tent space
- 4 tables
- 20 chairs
- 20 VIP tickets per day
- 2 free beer tickets per person per day
- 20 Pit passes per day
- 1/2 page black and white ad in program

\$5000

Race Class Sponsor

- 20 x 30 tent space
- 6 tables
- 30 chairs
- 30 VIP tickets per day
- 2 free beer tickets per person per day
- 30 pit passes per day
- Full page black and white ad adjacent to class

\$7000

- 20 x 40 tent space
- 8 tables
- 40 chairs
- 40 VIP tickets per day
- 2 free beer tickets per person per day
- 40 pit passes per day
- Full page black and white ad in program